



Cultural Action Plan
Steering Committee Minutes
March 3, 2008

The Salisbury City Council adopted a Resolution of Intent September 4, 2007, to adopt a goal to investigate and create a Cultural Action Plan. On March 3, 2008, a Council-appointed steering committee met in the Council Chamber at 217 South Main Street to further this goal.

In attendance were: Mayor Susan Kluttz, Councilman Mark Lewis, Joe Morris (Staff Liaison), Diana Moghrabi (Secretary), Phillip Burgess, James Donaldson, David Fish, Paul Fisher, Cheryl Goins, Sarah Hall, Joanne Harrison, Rose Meeks Jones, Ruth Chaparro Kennerly, Betz Bigelow McKeown, James Meacham, Foster Owen, Barbara Perry, Eleanor Qadirah, Lynn Raker, David Setzer, Marietta Smith, and Gail Elder White. Additionally, Paul Moore and Christine Shuster were in attendance.

Mayor Susan Kluttz welcomed the committee and thanked everyone for what they are doing to make Salisbury better.

Councilman Mark Lewis recapped the Council Retreat; it was a very positive retreat. He made the observation that the Boards and Commissions were on the same page. This is a testimony to the knowledge of those who serve Salisbury, Salisbury staff and our many volunteers. Mary Berryman Agard made an excellent presentation to City Council that was well received. The next step will be very interesting.

The consultant's presentation is available to City Staff on the Intranet and may be made available to others in the future. The secretary will see about getting a copy of the presentation on CD or DVD. Mrs. Agard believes there are a number of strategies that could really benefit cultural arts. There is a lot of work to be done to maintain a cultural arts community.

Joe Morris noted that we have been going at it pretty hard. Since the last full committee meeting January 7, 2008, there have been many other meetings to shape the cultural summit. The first "event" subcommittee meeting was held January 28. Several "sub-subcommittees" were formed for discussions on promotion, production, and artists' participation.

Promotions have been lead by Betz Bigelow McKeown and Elaney Hasselman. Posters will be launched in the Downtown area March 7. Seth Morris and others will distribute in other areas of Salisbury. Committee members are asked to take posters around the community as well. Elaney Hasselman has designed a great logo and poster.

- Elaney Hasselman has prepared a press release. She will mention our event on local radio.
- Sarah Hall will have an article in TIME OUT.
- Elaney will prepare VIP tickets
- Maurice Price will prepare a Web site home page and online voting.
<http://www.salisburync.gov/salisburysgottalent/>

- Applications will be prepared by Diana Moghrabi and placed at the four recreation sites with a locked box for completed applications provided by Parks and Recreation. Diana will process checks and applications.
- Elaney is looking into buying the URL “Salisbury’s Got Talent.com”
- T-Shirts 2008 (check Kimball’s Screen Printing and Graphics) black is popular/yellow for staff
- Elaney will do the programs and Planning Department will print them.
- Ruth Chaparro Kennerly will translate the poster into Spanish.
- Link our site to people’s “face book” page.
- U-Tube and still photos

Production Notes

David Fish reported on behalf of the Production Subcommittee, which met a number of times since the last full committee meeting. The Cultural Summit event will take place over two Saturdays–April 12 and April 19, 2008.

Mr. Fish announced that Christine Shuster, a student at Catawba College, will act as stage manager for the production. He has volunteered himself in the role of producer of “Salisbury’s Got Talent.” David will check with Chris Zink about lighting.

The preliminary event will take place at City Park Recreation Center, 316 Lake Drive from 9 a.m. until. Judges will pick three finalists from each of the four categories. The finalists will be announced online Monday, April 14. During the week, fans can vote for their favorite act.

The event will be held at the Trolley Barn April 19 from 2 p.m. with the Amadeus Youth Chorus performing *Joseph and the Amazing Technicolor Dreamcoat* in concert, at 2:45 Mary Berryman Agard will make her presentation regarding the Cultural Action Plan, and at 4 p.m. the talent show will begin with the 12 finalists from the four categories of music, dance, children and other competing. Six acts will perform and there will be a break, and then six more perform and a break. The best in each category will then perform one last time each for the grand prizes.

The prizes are \$1,000 for first place, \$500 for second place and \$250 for third place. Children’s category includes \$100 first place prize, \$75 second place prize and \$50 third place prize. Children are also eligible for the grand prize.

- Tomorrow at 1:30 p.m. the production committee will tour the Trolley Barn and schedule a set up.
- We anticipate six volunteers for front-of-house and ten volunteers for stage/sound/lights.
- Catawba College does not have video equipment we could borrow.
- The registration fee is \$25 in advance and \$30 at the door.
- Check ID for Salisbury/Rowan residence—or local college ID.
- It would be nice to have a party for staff afterward. Hospitality should be in charge of this.
- Ask Miller Davis about backdrop/projector

- Load in at 8 a.m.
- Rehearsal and sound check at 11 a.m. April 19

Preliminaries

We will ask interns to take photographs as the participants check in. We need a couple of digital cameras, boom boxes, judges and volunteers. One police officer is requested to be on site. A second press release will go out after the preliminaries. Sarah Hall will look out for the event to be in TIME OUT.

Visual Artist

Visual artists Connie Baker, Robert Crum, James Donaldson, Cheryl Goins, Annette Hall, Marietta Smith, and Ann Scott Clement of the Water Works Visual Arts Center met February 25, at 1 p.m. at the Rowan Arts Council, 413 N. Lee Street, to propose how the visual arts can be incorporated into the Cultural Summit event on April 19, 2008.

The group decided they would like to produce a map of the downtown galleries; Annette Hall will work on the map. (As a long-term goal they would also like to produce a contact list of local artists.) There should be some sort of “call for artists.”

A display table will be available at the Trolley Barn to exhibit artists’ marketing materials and the gallery map, along with the History and Art Trail brochure. Several members of the group provided those materials already; please submit materials to Diana Moghrabi at City Hall, second floor.

Water Works will be open during the Cultural Summit, but will not be able to open the door to the Trolley Barn for insurance purposes. They have a current show by local photographer Sean Meyer’s—a series of color and black-and-white photographs, *The Faith Experience*, sponsored by Susan and Edward Norvell. Ann Scott added that they have a “triangle” display that could be used at the event that is representative of The Water Works, The Symphony, and Piedmont Players Theatre.

DSI has been contacted to inquire about the use of their building (formerly Beggar’s Bazaar) on April 19 as a gallery for artists who do not have one in the downtown. Carolina Artists may be able to offer some display walls. It was also suggested that they may use some other vacant storefronts for displays. They discussed the idea of not fragmenting the event.

Rowan Arts Council will have a ribbon cutting on March 7 at 4 p.m. (Note: the event was cancelled when two Salisbury firemen died in a fire Friday.)

Trolley Barn

Paul Fisher suggested opening the doors and windows of the Trolley Barn so it could have a pavilion atmosphere. Balloons could lead to Easy Street and let people know there are festivities going on. He was in favor of using ticket distribution for crowd control at the event.

Glenda Kluttz of F & M Bank has been contacted and the venue has been reserved. Diana Moghrabi processed payment for damage deposit and security (\$425). The contract has been

signed. The building holds 299 people. The stage will be moved to the left (opposite of where it usually is) to create a backstage area and stage door. It will cost an additional \$50 to move the stage area's twelve 4x6-foot sections. Chairs will be borrowed from DSI (80) and rented to equal 200 seating. Ten bistro tables will line the exterior of the building for the people who cannot get inside and for a place to eat. David Fish will load in his equipment at 8 a.m. Saturday for an 11 a.m. rehearsal.

James Meacham will contact vendors about setting up on Liberty Street, which we will seek to have closed for the event. Eleanor Qadirah has experience with vendors for the Jazz and Blues Festival and will talk to James.

Sponsors

Joe Morris did a draft budget based on discussions over the past few weeks:

Expenses		Revenue	
Prize Money	\$1,975	Registration	\$2,500
Chair Rentals	\$200	F& M Bank Sponsor	\$1,000
Security/Clean Up	\$300	Partner Bank of NC	\$500
Trolley Barn	\$1,250	Partner/Rowan Convention Visitors Bureau	\$750
Production expenses	\$500	Cheerwine/drinks	
Total	\$4,225	Total	\$4,750

F&M is donating the Trolley Barn, Bank of North Carolina is donating \$500, and James Meacham offered to cover the miscellaneous expenses (\$750) through the Rowan Convention and Visitors Bureau. (They will use this for marketing and need to be invoiced.) Cheerwine is donating drinks. We will continue to seek sponsors.

We would also like to get T-shirts to identify staff and perhaps even to sell. We could also use a multimedia projector for the stage backdrop—not only the logo, but also put the sponsors in a loop. A party after the event for the staff was also suggested. Chris Zink at Catawba College has a light concert that he may be willing to rent for a couple hundred dollars.

Hospitality will be very important and we need leadership in this particular area; we need to have VIP hospitality worked out. Betz McKeown will ask downtown merchants for donations to the gifts for the judges.

The meeting adjourned at 1:30. No future meetings were set at this time.

Respectfully,

Diana Moghrabi